

**INSIDE** HIT THE LIGHTS TALK INDUSTRY WOES & NEW ALBUM

# SUBCULTURE

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VEGAS  
TATTOO  
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## A collage of various fashion items including a black t-shirt, a patterned long-sleeved shirt, a beige jacket, a colorful scarf, a patterned clutch bag, a gold clutch bag, a black studded belt, a white headband, a gold braided headband, a pair of tan peep-toe boots, a pair of tan high-heeled boots with black stripes, and a pair of tan high-heeled boots with black stripes.



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Lyjha Wilton with (from left) Rodney Hohenstien and Aaron Burto along with dogs Banks and Lulu

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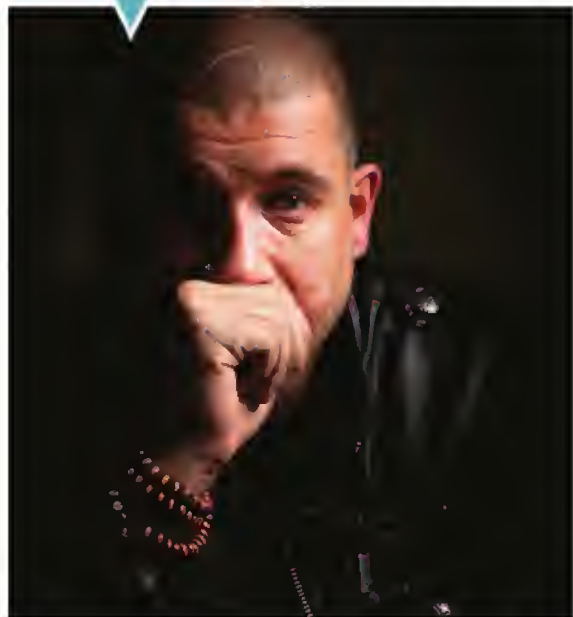
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## BEFORE WE BEGIN



## MY NAME IS VICTOR GOMEZ AND I AM A CREATOR.

One of my favorite explanations of a creator comes from writer Pearl Buck:

*"The truly creative mind in ANY field is no more than this: A human creature born abnormally and inhumanely sensitive. To them, a touch is a blow, a sound is a noise, a misfortune is a tragedy, a joy is an ecstasy, a friend is a lover, a lover is a god and failure is death... By some strange, unknown, inward urgency they are not really alive unless they are creating."*

Like many of you, I lived to work and worked to live. After spending what seemed like forever in retail I made the life choice at the age of 28 to pull myself from the rat race and start my own business. What a ride that was for me.

Fast forward to 2011 and it was time for a change. That change came in the form of a magazine built around self-expression and the creativity that magnifies it. The idea came from all my experiences in life; well, that and my unhealthy obsession with tattoos.

It also came from all the people I've met along the way. One of whom is Troy Smith, my co-publisher in the magazine. He was the missing piece to this puzzled dream, but here we both are balls deep in *Subculture Magazine*.

It's taken me until this point in my life to really become comfortable with the fact that I am a creator. I understand I have a long road ahead of me because there's no end to a creative mind.

There is no giving up. There are no sick days. There is no break. A creative mind is born to do just that – create.

I challenge all of you to search your soul and find the creator inside, embrace it and live outside the box. It's exciting, it's satisfying and it is absolutely enlightening.

I sincerely hope you all enjoy *Subculture Magazine*.

Stay humble, stay focused, stay true...

VICTOR GOMEZ,  
CREATOR

# SUBCULTURE

CELEBRATING SELF-EXPRESSION

February/March 2012 | Volume 1 Number 1

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### ON THE COVER

Amanda Cantie, shot at GoodKnews Studios in Rochester, in August 2011 by Christopher Cardwell.

Subculture Magazine  
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## STUFF

BY ANDRE WALKER

DRE SAYS...  
WHAT'S HOT

» For more of Dre's picks, check out [www.dresays.com](http://www.dresays.com)

## 1 Faralli &amp; Mazzanti Evantra

This new super sports car will be launched in 2012 and will be limited to only five units. The beautiful machine will come fully equipped with a mid-engine design and 595 horsepower. The exterior comes in two styles: The PRO-BODY, made of composite materials, which is always available, or The ONE-BODY, which is entirely hand crafted with an all-aluminum body personalized by the client. [www.femauto.it](http://www.femauto.it)

## 2 David Flores "Deathead" Vinyl Figure

The 10-inch vinyl figure is the epitome of a new-age art piece; great for anyone's home or apartment. This piece is derived from mix of Mickey Mouse and Totenk used by the Prussian army during the reign of Frederick the Great. [www.davidfloresart.com](http://www.davidfloresart.com)



## 3 Louis Vuitton Spring/Summer 2012 Backpack

Louis Vuitton's spring 2012 backpack is one of the best pieces from their spring lookbook. The new oversized backpack is covered in the amazing LV pattern with a great mix of leather canvas and nylon. This is a functional, everyday backpack made to wear, not just look at. [www.louisvuitton.com](http://www.louisvuitton.com)



## 4 Air Jordan 4

With the 23rd year of Jordan releases upon us, February will bring the release of the Jordan 4 white, black and grey cements. These are going to be one of the best sneakers to drop this year. From the amazing design to the great mesh of cement print with black and white leather, there is an amazing array of outfits that this sneaker can complement. [www.nike.com/jumpman23](http://www.nike.com/jumpman23)



## WEB

## TATTOO LIVEWIRE

CANADIAN WEBSITE BRINGS IN-PERSON TATTOO EXPERIENCE TO YOUR COMPUTER SCREEN.

**THE PRACTICE OF STREAMING** tattoo sessions is nothing new.

Major artists like Ami James, of *Miami Ink* and *NY Ink* fame, were doing it long before tattooing became the focal point of popular television shows. And a quick search of the words "tattoo session" on YouTube produces nearly 4,000 results.

Still, when new website **LiveTattooing.com** launched in January 2012, it marked a major step in the practice's evolution. The site founded by Toronto-based tattoo artist Pita Anthony and creator Jeffrey James bills

itself as the first interactive, Internet-based hub for the raw tattoo experience.

Viewers can sign up and view tattoo sessions from artists around the world and take part in a live forum discussion.

Anthony and James first starting streaming tattoo sessions in January 2010 through online video service blogTV.

"The very first time I broadcasted, I was really nervous," recalls Anthony, who owns and operates Phoenix Sky Designs in Scarborough, Ontario. "There were a 100 viewers at one time during that first session. As soon as I looked at the screen and I saw all the comments it was exhilarating."

The site's sessions, which run between one and four hours, have drawn thousands

of viewers. (The record goes to a session in which Donkey Kong was tattooed on someone's butt). As of last November, LiveTattooing had six tattoo shops and three individual artists signed up to participate in streaming.

Some of the latest online tattooing trends include real-time instructional videos with question forums as well as sessions featuring video headsets, to give a first person view from the artist's perspective. James says he hopes LiveTattooing will be the hub for all of the trends.

"There are no actors or plots with this - it's raw and uncut," says James. We've had viewers tuning in from Spain, Dubai and England. Most of the response has been positive. Then we've had people who are absolutely disgusted. Either way, they're tuning in." —Kaitlin Mesmer





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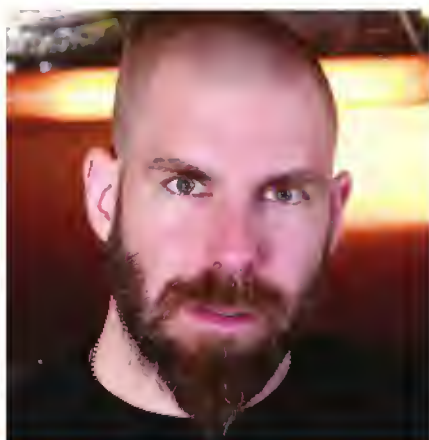
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**IF THE SHIT HIT THE FAN**, would your current physical skill set allow you to survive? In a struggle for survival, would your mind or body give up first?

Are you guessing, or do you know?

Anything that gets you off the couch or out from in front of the television can be deemed "functional" movement.

The amount of physical progress you make after the first effort is largely determined by the quality and thoroughness of that movement.

When it comes to building muscle and strength, full range of motion and meticulous posture are two crucial components. But they are also, very often, the first two we let slide.

Strong body mechanics, tension and quality of movement will determine the benefits you get from training and how much time it takes you to see results. Properly written and coached workouts do not need to be lengthy to be effective if the effort, form and range of motion are in proper place.

Two movements you have likely experimented with in some form or another are the push-up and the squat.

Done well, they are two of the best movements for building a strong body. Done poorly, they will yield results that match.

## GREG WALSH SUBVERSIVE FITNESS



### MOVES

#### HERE'S HOW THEY SHOULD LOOK:

##### 1. SQUAT

Feet shoulder width apart, toes out 15 degrees. Butt comes back, shoulders follow, eyes straight ahead, *then* move down. Lean on heels (knees never travel in front of toes). Squat to a target placed just below parallel. Travel the exact same path back to standing. Again, breathe in on the way down, out on the way up.

##### 2. PUSHUP

Chest to the ground at the bottom (from feet or from knees), eyes in front, hips slightly off the ground at all times (2a). Arms straight, shoulders back, and elbow pits rotated forward at top (2b). Breathe in on the way down; breathe out on the way up.

**THE GOAL** is to keep the motions true in each rep of each set while breathing smartly throughout the exercise. Recover quickly and repeat.

As your physical capacity increases, the times will begin to look the same from set one to set three, and will then begin to drop altogether.

Adjust your mindset for the fact that you may suck at this at the beginning. If you do, don't turn back. You will improve.

### TRY THIS

With no more than three breaths rest at any one time, perform five pushups and 10 squats for five sets. Upon completion, take 10 full breaths (in through the nose, out through the mouth). Repeat the entire thing one or two more times (depending on current fitness level), and time each set.

*Greg is the owner and head trainer at Rochester's Wolf Brigade Gym. He is certified in CrossFit, kettlebell lifting, Muay Thai kickboxing and submission wrestling.*



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ARTIST  
PROFILE

## SHAWN CONN

## THE ULTIMATE TATTOO &amp; BODY PIERCING

BY TROY L. SMITH

**SEAN CONN WILL BE THE FIRST TO TELL YOU** he's not a people person. That's funny, considering people are the reason the local artist continues to tattoo.

A few years ago, Conn's career as an illustrator took off. He spends most of his time these days designing artwork for the horror publishing industry and working on concept art with screenwriters.

Still, he devotes two to three days each week to tattooing, which has been the one mainstay in a life that's seen Conn experience just about everything.

He attended college during what he jokingly calls "the glorious 1980s" before dropping out and selling everything from cars to advertising. Conn even spent a number of years in the army, working his way up to the rank of sergeant. But tattooing is where he found his niche.

Though he says he considered tattooing a means to an end, Conn quickly made a name for himself, following the guidance and tutelage of local veteran artists including Joel "Doc" Yager and Todd "Bare" Barry.

Just six months into his career as a tattoo artist, Conn received his first magazine feature and won his first award from *Tattoo Magazine*. Conn has spent the past 20 years receiving recognition for his tattoo work, especially his portraits. However, in 2008 he found his true calling.

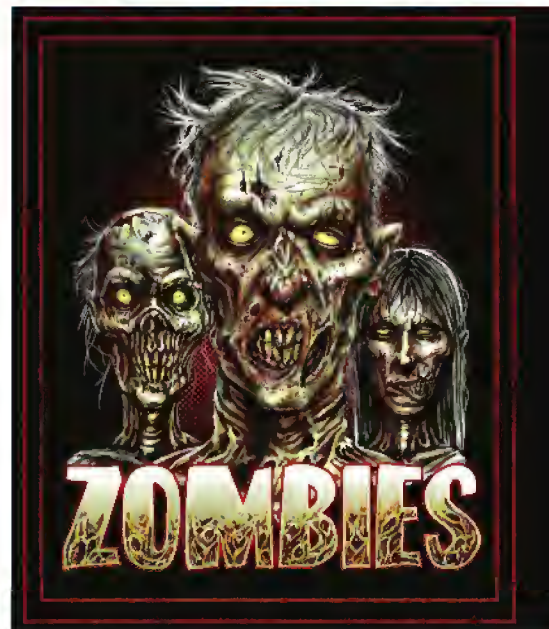
Thanks to the urging of his wife, Conn entered a T-shirt design contest sponsored by the website, DesignByHumans.com. He won for his "Blackbirds Attackin' in the Dead 'O Night" design, a shirt that became one of the top selling in the entire t-shirt industry for 2008.

Conn has used his success as motivation to launch a full-blown career as an illustrator, centered on his passion for horror films. It's gotten to the point where "there's stuff I can't quite mention yet," says Conn.

"I love being an illustrator," says Conn. "People are telling me what to do as an illustrator, just like tattooing, but there's a lot of leeway. When you're doing a tattoo you're limited by what the person wants, their skin and body shape. You're also limited to what you can do with the machine, the needles and the ink."

Although Conn's illustration work takes up the bulk of his day, he doesn't plan on abandoning tattooing any time soon.

"I do enjoy tattooing the people I've been tattooing," he says. "I'm not willing to give that up."



## PORTFOLIO





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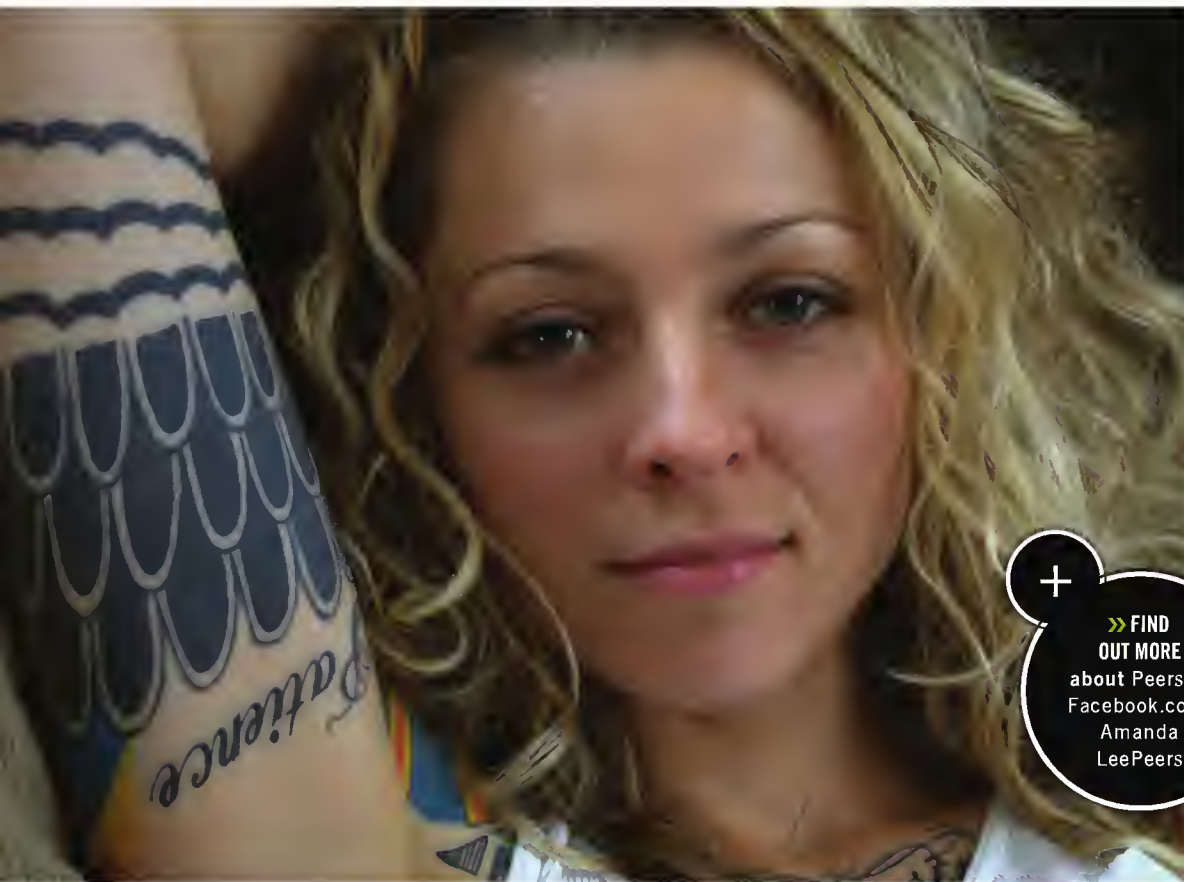
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## PROFILES



Some of her earliest recordings can be found on YouTube. The acoustic jam "Don't Know What You Got" shows signs of a blue-eyed songstress with a knack for lyricism far beyond her years.

"I kind of wrote the song about how not to just wait for something to come your way, but to go out and get it," says Peers.

In true go-getter fashion, Peers has spent the past few years performing at a number of open mic nights and perfecting a style of music she calls "swag rock" –

a mix of old soul and new groove, influenced by Led Zeppelin and Bob Marley.

The sound serves as the backbone of Peers' band The Driftwood Sailors, comprised of front-woman Peers, drummer Andy Seniuk, guitarist Brice Meade and bassist Andy Hynes. The band played several high-profile gigs in 2011, including the Greentopia Festival in High Falls and the Roc City Rib Fest, and will hit the recording studio in early 2012.

In the meantime, Peers continues to focus on her solo career, which she says provides a rush she can't get anywhere else.

"It's just me," she says. "I can only rely on myself to make the audience feel what I'm feeling. It's like I'm vulnerable, but at the same time it's only up to me."

+

**>>> FIND  
OUT MORE**  
about Peers at  
[Facebook.com/  
Amanda  
LeePeers](https://www.facebook.com/AmandaLeePeers)

## AMANDA LEE PEERS

BLUE-EYED SONGSTRESS MIXES ZEPPELIN AND MARLEY TO PRODUCE HER OWN SWAG.

BY VANESSA OSWALD

**AMANDA LEE PEERS HAD HER A-STAR-IS-BORN MOMENT** in early 2010, during the closing of the Lovin' Cup Idol contest.

As part of her final performance of the India Arie song, "Video," Peers changed the lyrics to suit her, crooning: "No matter what I'm wearing I will always be ... Amanda Lee."

The crowd roared, cementing Peers' victory at the Henrietta bar/restaurant's inaugural singing competition. Only it

almost never happened for Peers, who entered the contest on an impulse.

"I had heard about it, but I thought it was too late to enter," recalls the 26-year-old. "I went into it not really expecting to win. It was a bit of a milestone for me musically, I guess."

Peers began making music as a teenager. She started taking guitar lessons at age 13 and, from there, began writing her own songs on both guitar and piano.



**>> FIND  
OUT MORE**  
about Herzog at  
[www.team  
empire.us](http://www.teamempire.us)

Seeing the scrapes and bruises on his son, Herzog's dad presented him with a proposition: "How about some karate lessons?" he said.

Herzog enrolled in karate class when he was in fifth grade. He hasn't stopped training in some discipline of martial arts since.

Herzog found himself evolving in martial arts relatively fast. The fact that he was a little hard-headed certainly helped.

"Even as a kid, I would recognize flaws in that traditional system of martial arts," he says. "I would ask questions, but I was just told to hush and do things the way they said to do them."

Herzog's frustration led him to the more

functional and practical aspects of mixed martial arts. He began competing in jujitsu, judo and sambo, and, eventually, coaching.

Herzog is currently the head coach and program director at Rochester's Empire Academy of Combat Sports and Fitness, an affiliate of 10th Planet Jiu Jitsu and one of the largest MMA training centers in the area with more than 100 students.

With his fighting days far behind him, Herzog says he now finds happiness in preparing others to compete in a sport that's gone mainstream.

"I'm 37 years old now, with multiple reconstructive surgeries," he says. "I've still got that competitive itch, but my quality of life comes from helping others accomplish their goals."

# CHRIS HERZOG

NO JAPAN, NO PROBLEM. LOCAL MMA COACH FINDS HIS DISCIPLINE.

BY PAUL GERMAN

**AT THE AGE OF 10**, Chris Herzog was convinced he would end up living on the other side of the world.

The year was 1984. Herzog's father was working for Xerox, on a project for Fujifilm that had his family set to relocate to Japan. In preparation, they began to assimilate to Eastern culture.

"We started watching a lot of Japanese television," recalls Herzog. "One of the common threads with all of the shows was martial arts. I wasn't happy about

moving, but the thought of martial arts intrigued me."

The Herzog family never wound up moving to Japan. Instead, Xerox relocated them to an office in Yukon, Okla. The South proved to be an even bigger culture shock for Herzog.

"I was in Oklahoma for maybe a week before I got in a fight in school," says Herzog with a coy smile. "It was a different culture and I didn't fit in. I was challenged from the day I walked in."





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# HIT THE LIGHTS

OHIO/ROCHESTER BAND SHINES THROUGH ON A NEW ALBUM AFTER MAJOR STRUGGLE.



**NICK THOMPSON IS PRETTY BLUNT** when it comes to his bands' brief stint with a major record label.

"It was a fuckin' shitty experience," proclaims Thompson, lead singer for Ohio-based Hit The Lights.

After releasing its debut album, *This Is a Stick Up... Don't Make It A Murder*, in 2006, Hit The Lights built a name for itself as a mid-level pop-punk band known for bright anthems like "Count It!" and "Drop The Girl." Then, in August 2010, it appeared Thompson and company had finally caught their big break.

*Alternative Press* reported that Hit The Lights had signed with Universal Republic in partnership with Vagrant Records, and a new album was on the way. However, from there, things went south.

The band spent just a year on Universal before parting ways with the label.

"We couldn't get approval from them to go into the studio with the songs we had," recalls Thompson. "By the end, we were just writing songs trying to figure out what they wanted from us. It was like, 'What do you want to hear?' I don't think they even knew."

Thompson and his bandmates – guitarist Omar Zehery and bassist Dave Bermosk, along with Rochester residents, guitarist Kevin Mahoney and drummer Nate Van Dame – wrote more than 40 songs in search of the radio-friendly jam the label wanted. In the end, the guys scrapped the majority of those tunes.

"We've kind of pushed that whole experience away and have a new take on things," says Thompson.

The result is *Invicta*, the band's new album on Razor & Tie, the same label as acts including Saves The Day and Madina Lake. The album's title comes from the Latin word for unconquered, meant to signify everything Hit The Lights has gone through.

The album features "Earthquake," an anthem written by Mahoney about trying to write a song that can shake the world, and "All The Weight," which finds Thompson merging his impactful vocals with the kind of refined production Universal Republic may kick itself for declining.

"I guess 2011 wasn't our best year, but we pulled through," says the optimistic lead singer. "I think the whole thing has reinforced everyone's commitment to the band. We're all ready to step it up for the rest of the year." —Erica Hastings



## DOWNLOAD THESE

Track the evolution of Hit The Lights, from the band's contemporary pop-punk stylings to the polished stadium rock on the new album *Invicta*.

1. "DROP THE GIRL"  
*Skip School, Start Fights* (2006)

2. "COAST TO COAST"  
*Coast to Coast* (2009)

3. "GRAVITY"  
*Invicta* (2012)





# Roctivities

What are you doing this weekend?

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# 7

## NUTES

## HEAVEN WITH...

## LANDA NTIE

STORY BY  
VICTOR GOMEZ

PHOTO BY  
RISTOPHER CARDWELL



When Rochester native Amanda Cantie moved to Las Vegas with her best friend four years ago, she quickly discovered a crucial aspect of life that applies whether you're living in Roc City or Sin City.

"When we first got there it was amazing," recalls the 23-year-old brown-eyed cutie. "Sure, we had our fun for a while. Then reality set in and we realized we had to find jobs."

The occupation Cantie found certainly explains why her body looks as colorful as it does. She landed a receptionist position at Huntington Ink Tattoo Lounge at the Palms Casino Resort. The number of tattoos on her body quickly multiplied.

Cantie returned to Rochester a month ago, but don't expect her to be here for long. "I decided to come home for a few months and visit with family and friends before I takeoff on my next adventure," she says. "I can't stay in one place for too long."

## 1 How many tattoos DO YOU HAVE?

Honestly, I stopped counting a long time ago. It's becoming all one big tattoo now at this point. I don't have much room left which is pretty depressing. How much I've spent is beyond me. I don't think I wanna know.

## 2 What was your first tattoo?

Two stars, one on each hip. I got that done in Canada. But I've since gotten them covered up.

## 3 THE HEART TATTOO ON YOUR MIDSECTION is an attention grabber. What's the story behind that?

It goes with the two sparrows on the side holding a thread. They're sewing together the heart. It's about mending a broken heart. I thought it was a cool idea. It signifies really having my heart broken and being able to mend it back together each time. It's not about any specific boy, I suppose. It's a reminder that no matter how bad it is, it will always heal sooner or later.

## 4 WHAT KIND OF GUY ARE YOU INTO?

A guy with tattoos. Otherwise, I might feel weird because I have so many. And he has to have a good personality. No Jersey Shore meatheads.

## HAVE YOU EVER KISSED A GIRL?

Yes. I was drunk. It's not for me.

## 5

### Have you ever had sex in a car?

Yes, but not while it was moving.

### IF YOU COULD MAKE OUT WITH ANYONE IN THE WORLD, WHO WOULD IT BE?

I love James Franco. It's a tie between him and John Krasinski. *The Office* is my all-time favorite show and I love Jim Halpert.

## 6

### DO YOU LIKE TONGUE RINGS ON GUYS?

I think it depends on the guy.

### What is your drink of choice?

Whiskey, specifically Jameson.

### Favorite TV show growing up?

*Hey Arnold!*

### WHAT'S YOUR FAVORITE QUOTE?

"This too shall pass."

## 7

### WHAT IS THE FIRST THING YOU'D DO WITH A MILLION DOLLARS?

I'd probably buy a car or plan a trip to England.

### Tell us a secret no one knows?

I secretly wish that I could sing. I don't really know if I can, because I'm too shy to even sing in front of myself. Deep down, I kind of want to be a musician.

# ASKED AND

STORY BY TROY L. SMITH  
PHOTOS BY CHRISTOPHER CARDWELL

After watching him spend last year buying coffee shops, we talked with Boulder Coffee Co. owner **LYJHA WILTON** about rumors that have him buying up all of downtown.





# H

## HAVE YOU HEARD THE WHISPERS?

Rochester real estate mogul and Boulder Coffee Co. owner Lyjha Wilton is planning his next big move.

Rumor has it, it's another coffee shop. No, wait. Maybe it's a hotel, or a shopping mall, or a nightclub or, perhaps, nothing at all.

As Jay-Z once said: "Believe half of what you see and none of what you hear."

In reality, none of the rumors surrounding Wilton are true – yet. But that hasn't stopped people from talking. Even Wilton's ears have been ringing.

"I'll be sitting at a bar somewhere, all incognito, and I'll hear someone talking about me," says the 34-year-old. "They're like, 'Oh yeah, it must be 'Lyjha' buying up this property or that property.' It's like the telephone game."

Wilton's mythical status in the Rochester real estate scene is a result of his continued success. He spent last year building on an already impressive portfolio.

Last April, Wilton purchased two of the three closed Spin Café locations in downtown Rochester. He turned one into a Java Joe's and the other into a Boulder Coffee location on Park Avenue.

In total, Wilton now owns 50 properties in the area. And from what he told us, there are more on the way.

So maybe some of the rumors aren't as farfetched as we thought.

## You've got the whole coffee shop thing locked down. What's next?

Here's the thing about the coffee shops that's been great. I always thought of them as a side job to my real estate development company. But now I get more attention from the coffee shops. And now, with the addition of the new stores, it's to the point where I have to focus equally on both. I'm looking into new locations for more

Boulders potentially on East Avenue or in the North Winton area. We'll see.

## How old were you when you bought your first property?

I must have been 23 or 24. So it's been about 10 years.

## What was the first one?

It was a house my wife and I moved into. It was like a hut house in Charlotte on a cute street right off Lake Ave just north of Stone Road. It was a cool house from the 1920s. We got it for like 50 grand or something. Then, right in that same time frame I bought a four-family over on Bond Street.

## Did you ever imagine when you bought that first house it would get to this point?

No. Anyone who's into buying properties will say the same thing: It's an addicting process. It's the hunt, the chase. The whole process is fun once you get good at it. Once you do it, the more you understand how deals work. It's fun to out-position people. But I've gotten to the point in my life and career where I'm not as aggressive as I used to be. I'm actually able to say no now. Before, if I could put the deal together and if it made even a remote amount of sense, I would go for it, because I was trying to accumulate mass. Now I'm pickier.

## You own 50 properties, including the coffee shops. You have a wife and five kids, yet you never seem stressed.

Oh, I get stressed. Four years ago, I almost lost it. It was the year I bought Java Joe's in the springtime. I remodeled and opened up The Colony [Bar] right after that. I was also doing the Brooks Landing opening [for Boulder Coffee] and I was working in Sodus Point on two properties that were undergoing renovations. I was also having a kid and doing Boulder Fest. It put a crack in my soul. After that I really had to keep myself in check. I was having issues with anxiety and holding everything in. I'm very good at masking my stress on

the outside, but that shit can eat you up on the inside.

## So you're in your mid-30s and you're already slowing down.

Yeah. My wife worries that I'm going to die young.

## Really?

I get that a lot from people, actually. I'm a little reckless. I like fast cars and fast motorcycles.

## What other hobbies do you have?

Anything vintage. I like vintage collectibles, vintage cars and motorcycles. I've really tried to focus on spending more time with my hobbies. If you're not careful, before you know it you'll have no hobbies and you're just working your life away.

## When did you get your first tattoo?


It was the dead fish [on my ankle]. I was barely 18 when I got that.

## What's the meaning behind the sleeve on your arm?

It started as a tree of life with my wife and I making up this tree with the branches spread across my chest. And then there are five cherry blossoms that represent each one of my kids. It's fun when you have kids that can have an input. I told them I was thinking of getting more tattoo work done and asked what they thought I should do. My daughter came up with the idea that I should do butterflies. Butterflies aren't that manly, so I was said, "How about I do some moths?" She thought that would be cool.







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# THE GIRL WITH THE *phoenix* TATTOO

## JACQUELYN

AGE 30. FROM Brighton  
Deuce, Tattoo Kamika

"The entire tattoo has been a three-year process. They chose the phoenix is the symbol of virtual immortality and invincibility. Also, my friend Shaun, has several dragon tattoos. In Japanese culture they entwine the dragon and phoenix as a symbol of yin and yang. And the circle in the middle is called a Dose. It is the symbol of my favorite band, Gov't Mule."





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